PARLIAMENT 1997
NOV B2G1F W/ BOUNCEBACK
PROJ CODE: I3V1

5

DESCRIPTION	VENDOR	QTY	PO#	POS#	UNIT COST	REDMP	TOTAL	COMMENTS	
B2G1F		1,130,000			$ 1.10		$1,243,000	FLORIDA · 280M DEALS	
FREE PRODUCT		1,130,000	$ 0.42	$474,600					
SHPG & FIXED COST		1,130,000	$ 0.04	45,200					
STATE TAXES		1,130,000	$ 0.49	553,700					
SLEEVES/MATERIALS		1,130,000	$ 0.07	79,100					
PRECON		1,130,000	$ 0.08	90,400					
		1,130,000	$ 1.10	$1,243,000					
DISTRIB ASSEMBLY PYMT $9/5M CASE		11,300			$ 9.00	80%	$81,360	30¢/CTN	
DISTRIB HANDLING/STAMPING $6/5M CASE		11,300			$ 6.00		$67,800	30¢/300-UNIT CTN	OR 20¢/CTN
POSTER	MADDEN	28,250			$ 0.99		$27,968	INCL FILM SEPS	
DANGLER	MADDEN	28,250			$ 1.05		$29,663	INCL FILM SEPS	
SELL CARD	MADDEN						$5,000		
CARRIER CASE	MADDEN	28,250			$ 1.95		$55,088		
SELL CARD A&K	TPN						$6,000		
AGENCY ARTWORK							$40,000		
BOUNCEBACK									
2 Free Pack Coupons - 30 UPCs		56,500			$ 4.00	5%	$226,000		
FULFILLMENT/printing		56,500			$ 0.80		$45,200		
keying									
TOTAL PROGRAM COSTS							$1,827,079		
PROGRAM BUDGET							$1,890,000		
FAV/(UNFAV)							$62,923		
UNITS MOVED - DEALS		1,130,000	60				67,800,000		
UNITS MOVED - BOUNCEBACK		56,500	580				32,770,000	30 UPCs	
TOTAL UNITS MOVED							100,570,000		
CPM							$ 18.79		

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